



GENERAL SERVICES ADMINISTRATION

FEDERAL ACQUISITION SERVICE AUTHORIZED FEDERAL SUPPLY SCHEDULE CATALOG/PRICE LIST

On-line access to contract ordering information, terms and conditions, up-to-date pricing, and the option to create an electronic delivery order is available through *GSA Advantage!*, a menu-driven database system. The INTERNET address for *GSA Advantage!* is www.gsaadvantage.gov

SCHEDULE TITLE:

7FCB-H2-07-541-B Advertising and Integrated Marketing Solutions

FSC Class: 541 | Contract Numbers: GS-07F-0554X/GS-07F-0555X
Contract Period: June 7, 2011 – June 6, 2016 | Business Size: Small

For more information on ordering from the Federal Supply Schedule, click on the "About GSA" tabs at: www.gsa.gov.



CONTRACTOR:

SKIDMORE STUDIO LLC
301 W. 4TH STREET, SUITE 300
ROYAL OAK, MI 48067-2565
Phone: 248-591-2600
Email: dpatrick@skidmorestudio.com

CONTRACT ADMINISTRATOR:

DREW PATRICK
VICE PRESIDENT & CFO
SKIDMORE STUDIO LLC
301 W. 4TH STREET, SUITE 300
ROYAL OAK, MI 48067-2565
Phone: 248-591-2600
Fax: 248-591-2626
Email: dpatrick@skidmorestudio.com

CUSTOMER INFORMATION

1a. TABLE OF AWARDED SPECIAL ITEM NUMBERS (SINs) BY CONTRACT NUMBER

GS-07F-0554X

SIN	Description
541-1	Advertising Services
541-4B	Video/Film Production
541-5	Integrated Marketing Services
541-1000	Other Direct Costs

GS-07F-0555X

SIN	Description
541-3	Market Research and Analysis
541-4F	Commercial Art and Graphic Design
541-2000	Other Direct Costs

1b. Current maximum prices for ODCs:

ODC	Price
Printing	\$44,025.32
Mailing List	\$3,687.45
Audio Production	\$23,404.23

1c. HOURLY RATES:

Labor Category	Price/Hour
Principal/Creative Director	\$146.09
CGI/Motion Graphics Artist	\$176.31
Senior Strategist	\$130.98
Senior Designer	\$120.90
Senior Illustrator	\$120.90
Strategist	\$115.86
Graphic Designer	\$115.86
Web Programmer	\$115.86
Illustrator	\$95.71
Photographer	\$95.71
Copywriter	\$85.63
Project Coordinator	\$85.63

For more information about these Labor Categories, please see the descriptions on page 5.

2. MAXIMUM ORDER*: \$1,000,000 per SIN

*If the best value selection places your order over the Maximum Order identified in this catalog/pricelist, you have an opportunity to obtain a better schedule contract price. Before placing your order, contact the aforementioned contractor for a better price. The contractor may (1) offer a new price for this requirement (2) offer the lowest price available under this contract or (3) decline the order. A delivery order that exceeds the maximum order may be placed under the schedule contract in accordance with FAR 8.404.

3. MINIMUM ORDER: \$100

4. GEOGRAPHIC COVERAGE: Domestic, 50 states, Washington, DC, US Territories and to a CONUS port or consolidation point for orders received from overseas activities.

5. POINT OF PRODUCTION: Royal Oak, MI (Oakland, County)

6. DISCOUNT FROM LIST PRICES: Prices shown herein are net.

7. QUANTITY DISCOUNT(S): None

8. PROMPT PAYMENT TERMS: 1% 10 days, Net 30

9a. Government Purchase Cards must be accepted at or below the micro-purchase threshold.

9b. Government Purchase Cards are accepted above the micro-purchase threshold.

10. FOREIGN ITEMS: None

11a. TIME OF DELIVERY: As specified on agency task order and mutually agreed.

11b. EXPEDITED DELIVERY: As specified on agency task order and mutually agreed.

11c. OVERNIGHT AND 2-DAY DELIVERY: As specified on agency task order and mutually agreed.

11d. URGENT REQUIREMENTS: As specified on agency task order and mutually agreed.

12. FOB POINT: Destination

13a. ORDERING ADDRESS:

Skidmore Studio LLC
301 W. 4th Street, Suite 300
Royal Oak, MI 48067-2565
Phone number: 248-591-2600
E-Mail: dpatrick@skidmorestudio.com

13b. ORDERING PROCEDURES: For supplies and services, the ordering procedures, information on Blanket Purchase Agreements (BPAs) are found in Federal Acquisition Regulation (FAR) 8.405-3

14. PAYMENT ADDRESS:

Skidmore Studio LLC
301 W. 4th Street, Suite 300
Royal Oak, MI 48067-2565
Phone number: 248-591-2600
E-Mail: dpatrick@skidmorestudio.com

15. WARRANTY PROVISION: Standard Commercial Warranty.

16. EXPORT PACKING CHARGES: N/A

17. TERMS AND CONDITIONS OF GOVERNMENT PURCHASE CARD ACCEPTANCE: (Any thresholds above the micro-purchase level)

18. TERMS AND CONDITIONS OF RENTAL, MAINTENANCE, AND REPAIR (IF APPLICABLE): N/A

19. TERMS AND CONDITIONS OF INSTALLATION (IF APPLICABLE): N/A

20. TERMS AND CONDITIONS OF REPAIR PARTS INDICATING DATE OF PARTS PRICE LISTS AND ANY DISCOUNTS FROM LIST PRICES (IF AVAILABLE): N/A

20a. TERMS AND CONDITIONS FOR ANY OTHER SERVICES (IF APPLICABLE): N/A

21. LIST OF SERVICE AND DISTRIBUTION POINTS (IF APPLICABLE): N/A

22. LIST OF PARTICIPATING DEALERS (IF APPLICABLE): N/A

23. PREVENTIVE MAINTENANCE (IF APPLICABLE): N/A

24a. SPECIAL ATTRIBUTES SUCH AS ENVIRONMENTAL ATTRIBUTES (e.g. recycled content, energy efficiency, and/or reduced pollutants): N/A

24b. Section 508 Compliance for EIT: N/A

25. DUNS NUMBER: 065595688

26. NOTIFICATION REGARDING REGISTRATION IN CENTRAL CONTRACTOR REGISTRATION (CCR) DATABASE:
Registration valid until March 3, 2012.

LABOR CATEGORY DESCRIPTIONS

Service Proposed	Functional Responsibilities	Min Yrs Experience	Min Education
Principal/Creative Director	Providing integrated creative direction, feedback, and execution strategy. Overall responsibility for client's creative success.	12	Bachelors
CGI/Motion Graphics Artist	Design and create 3D Animation for interactive, multimedia or mobile application platforms. Includes modeling, lighting & texturing in 3D.	3	Bachelors
Senior Strategist	Assess client needs, develop conceptual strategies, oversee creative execution on projects, analyze campaigns and results.	8	Bachelors
Senior Designer	Conceptualizing, layout, typography, file finalization, interactive design, logo and icon creation.	8	Bachelors
Senior Illustrator	Creation of 2D finished art, tight frames, technical illustrations, and color comps.	8	Bachelors
Strategist	Research, information gathering & compilation. Assist in the development of client strategies.	1	Bachelors
Graphic Design	Typesetting, building comps, layout revisions, art touch-ups, and general production design work.	1	Bachelors
Web Programmer	Back-end website and application programming, coding and designing in languages such as Java, HTML, .Net, and Flash.	3	Bachelors
Illustrator	Creation of 2D sketch art, loose frames, and quick sketch concepts for agency/client use only.	1	Bachelors
Photographer	Commercial photography services.	1	Bachelors
Copywriter	Tactical copywriting for advertisements, marketing collateral, and websites.	1	Bachelors
Project Coordinator	Scheduling/trafficking, coordinate project resources, issue POs, project administration.	1	Bachelors

ABOUT US

Skidmore is a kick ass design studio. We are fun, fearless and fanatical about creating extraordinary design that guarantees results. Our talented team of designers, illustrators and strategists collaborate across print and digital mediums to build and promote brands that have the power to move people.

OUR APPROACH: FROM CONCEPTION TO EXECUTION

Our goal is to create and develop ideas that capture the imagination and stimulate action. We begin just as we finish: with collaboration as a top priority. At the onset of each project, we collaborate with our clients, studying their business, services and competitors. We figure out the best strategy to reach the target audience and we respond with exceptional creative that enhances our clients' brand and achieves measurable results.

From the development of a concept to the execution and distribution of the deliverables, Skidmore is built to handle all of your creative needs in house.

NOT JUST ANOTHER PRETTY FACE

As a full-service design studio, Skidmore offers our clients a comprehensive range of creative services including communication design and branding, interactive design and programming, communications planning, illustration and motion graphics.

The heart of Skidmore is our diverse and talented staff. Due to our size and breadth of talent, we are able to assemble teams of marketing strategists, designers, illustrators, programmers and copywriters under one roof. All members bring a unique perspective that helps attack challenges from a global perspective and develop solutions that are both effective and innovative.

Our approach is successful because of our ability to not only understand our clients needs, but their audience's needs as well. Connecting these two groups with on-target messaging and extraordinary design is what ultimately differentiates us from other studios and what differentiates our clients from their competitors.

EXPERIENCE

After more than 50 years in business, Skidmore continues to work with Detroit's most respected advertising agencies and direct clients. In this time, we have gained valuable experience developing a range of marketing solutions for small, medium and Fortune 500 companies.

This experience involves working with organizations from all industries, including transportation, government, healthcare and park systems. Some previous and current clients include DaimlerChrysler, North American International Auto Show, TACOM, USPS, Health Alliance Plan, Detroit Medical Center and Oakland County government.

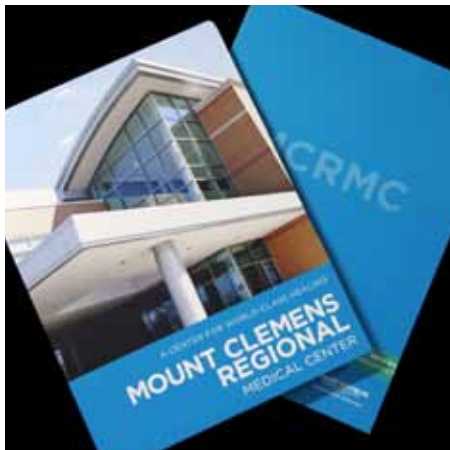
UNIQUE EXPERIENCE: HEALTHCARE MARKETING

Whether the audience includes physicians, patients, employees or insurance members, Skidmore is experienced at developing print and interactive communications for the healthcare industry. In working with a range of healthcare clients, we have attained a deep understanding of the industry as well as the best approaches for reaching each audience.



DETROIT MEDICAL CENTER

The Detroit Medical Center (DMC) operates nine hospitals and institutions, seven of which have collaborated with Skidmore for their marketing programs. For the past eight years, Skidmore has been an integral partner to the DMC's continued growth and success with the creation of multiple consumer direct mail programs, outdoor campaigns, print and electronic newsletters and physician recruitment and referral vehicles.



McLAREN HEALTH CARE

Skidmore recently rebranded McLaren's Mount Clemens Regional Medical Center, developing a new look and feel for internal and external communications. As part of this process, Skidmore built out the complete line of materials, from informational brochures and direct mail campaigns to newsletters and outdoor advertising. Consumer response to the rebranding and communication efforts has been impressive, with increases in interest regarding targeted programs, traffic and admittals, attendance at seminars and registrations for online communications.



HEALTH ALLIANCE PLAN

For the Michigan-based health insurance provider, Skidmore continues to develop two ongoing consumer publications, which provide educational information to current customers. HAP has continued to receive positive feedback from members for providing appropriate and timely information in an engaging way.



BIRMINGHAM PEDIATRICS

Skidmore developed an informative and community-building site for the new pediatrics practice utilizing social media components including a blog, mini-forum and shared bookmarks. The site, which is segmented into areas for health-related discussion and personal musings, allows for communication between the groups and encourages frequent visits as the site evolves daily.

“I’VE WORKED WITH SKIDMORE FOR YEARS, AND THEY ALWAYS DO FANTASTIC WORK. I’M CONSTANTLY AMAZED BY THEIR DEPTH OF CREATIVITY AND THEIR LEVEL OF SERVICE. AS A CLIENT, THEY MAKE ME LOOK GOOD. I’D PUT THEIR WORK UP AGAINST ANYONE IN THE BUSINESS.”

- Sharyl Smith, Vice President of Marketing, Planning & Public Relations at Mount Clemens Regional Medical Center

UNIQUE EXPERIENCE: REGIONAL ECONOMIC & RECREATIONAL DEVELOPMENT

From regional municipalities to governmental organizations with international reach, Skidmore is adept at navigating the intricacies of working with government bodies. This experience extends to economic development organizations as well as those focused on quality of life.



OAKLAND COUNTY PARKS

To increase awareness of and attendance to the Oakland County Parks, Skidmore developed a multi-faceted campaign consisting of direct mail, promotional discounts, electronic communications and outdoor signage. The Stay, Play and Save campaign encouraged county residents to visit county campgrounds more frequently and for longer durations using a direct mail piece and bounce back offer for a free night's stay. At other parks, signage was created to help build consistency with existing materials and draw attention to parks with low visibility. The signage also helped communicate specific activities available at the parks, which had been underutilized.



DETROIT REGIONAL CHAMBER

In addition to providing editorial illustration services to the Chamber's member publication, Skidmore was heavily involved in event signage and promotion of the Chamber's annual Policy Conference held on Mackinac Island. For the 2011 Conference, Skidmore launched the Mackinac Survival Guide, a mobile web site that aims to entertain attendees between sessions and provide a helpful spark to networking.



OAKLAND COUNTY PLANNING & ECONOMIC DEVELOPMENT

In the realm of economic development, Skidmore worked with Oakland County to present a unified brand in the generation of business opportunities in the area. The centerpiece of this campaign was *PROSPER*, a print publication and corresponding web site containing an informative review of select municipalities, businesses, educational institutions and economic initiatives throughout the County.



ST. CLAIR COUNTY ECONOMIC DEVELOPMENT ALLIANCE

Skidmore also developed a new brand identity and messaging system for the St. Clair County Economic Development Alliance. These new materials present the organization as a global player, reintroducing the International Trade Office located at the Canadian border.



CITY OF ROCHESTER HILLS

Following a series focus groups to identify the city's key attributes, Skidmore developed a visual identity and supporting messaging system to represent the city of Rochester Hills. This identity, which was applied across the entire system of marketing materials, establishes a consistent and polished look for the city.

“SKIDMORE DID AN EXCEPTIONAL JOB MANAGING THE PROJECT FROM ITS CONCEPTION THROUGH ITS IMPLEMENTATION, TO TAKE A TEAM OF PROFESSIONALS WITH VERY DIFFERENT OPINIONS AND DEVELOP A FINAL PRODUCT LIKE OURS, TAKES TREMENDOUS TALENT AND SKILL.” - Bryan Barnett, Mayor of the City of Rochester Hills

UNIQUE EXPERIENCE: MILITARY COMMUNICATIONS

Partnering with the United States military requires a different approach than the typical marketing program, one that Skidmore has honed from experiences with the Navy and Army TACOM. From building awareness to the recruitment of personnel, Skidmore understands the challenges specific to the many internal and external audiences involved in military communications.



U.S. ARMY TACOM

Skidmore has worked with TACOM's Public Affairs Office since 2010 to help simplify the messaging it sends to its civilian audience. The breadth of work performed by TACOM Life Cycle Management Command is extensive, and can be confusing to people unfamiliar with their operations. By investing time to understand the Life Cycle Management concept and process, Skidmore has been able to provide effective copywriting, design and illustration services for outdoor graphics and the web.



UNITED STATES NAVY

Working with the Navy's advertising agencies, Skidmore has provided concepts for logo refinement, as well as illustration and animation work in the development of television broadcast campaigns geared toward recruitment. This includes illustrating storyboards and producing animation for the hugely successful Minivan campaign among others.